

CLAIMS

What is claimed is:

1. A method for electronically sending promotional material based upon consumer tastes and preferences comprising the steps of:
 - 1 providing a unique identifier to the consumer's electronic mail address;
 - 2 sending electronic mail to the consumer with the electronic mail address having the unique identifier, wherein the electronic mail includes a plurality of embedded Internet web site addresses with the unique identifier;
 - 3 accessing, by the consumer the plurality of embedded Internet web sites in response to the sent electronic mail, wherein the plurality of embedded web sites can be located on a plurality of web servers;
 - 4 tracking the consumer's movement within the plurality of the accessed embedded Internet web sites; and
 - 5 sending promotional material to the consumer based upon the tracked consumer movement within the embedded Internet web sites.
2. The method according to Claim 1, further comprising the step of:

acquiring the consumer's email address.

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3. The method according to Claim 2, wherein the electronic mail address is acquired at the point of sale location.
4. The method according to Claim 2, wherein the electronic mail address is acquired electronically.
- 10 5. The method according to Claim 1, wherein the unique identifier for the electronic mail address is an alphanumeric tag.
- 15 6. The method according to Claim 1, wherein the plurality of accessed Internet web sites include a plurality of links to other web pages that can be located at a plurality of web servers.
- 20 7. The method according to Claim 6, wherein the plurality of links to other web pages includes a link to a web page from where the consumer can purchase merchandise.

8. The method according to Claim 6, wherein the plurality of links to other web pages includes a link to a web page from where the consumer can electronically view images of merchandise.

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9. The method according to Claim 6, wherein the plurality of links to other web pages includes a link to a web page from where the consumer may electronically contact a seller.

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10. The method according to Claim 1, wherein the consumer movement within the plurality of accessed embedded Internet web sites is stored in a log file.

15 11. The method according to Claim 10, wherein the log file includes the addresses of the plurality of web sites accessed by the consumer.

12. The method of Claim 10, wherein the log file 20 includes information regarding the number of times the consumer accesses a particular web site.

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13. The method of Claim 10, wherein the log file includes information regarding any purchase the consumer makes while visiting the accessed web site.

5 14. The method according to Claim 10, wherein the log file includes the duration of the consumer's visit to a particular web site.

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15. The method according to Claim 10, further comprising the steps of:

developing a consumer master database based upon the log file;
querying the master database; and
determining consumer preferences.

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16. The method according to Claim 15, wherein the master database includes a plurality of segments including an email look up segment that includes a listing of a plurality of consumer electronic mail 20 addresses with corresponding unique identifiers.

17. The method according to Claim 15, wherein the master database includes a consumer information segment that contains consumer related information.

18. The method according to Claim 15, wherein the master database includes a promotional material segment that includes information regarding promotional
5 materials.

19. The method according to Claim 15, wherein the master database includes a purchasing segment that includes information regarding purchases made by the
10 consumers.

20. The method according to Claim 15, wherein the master database includes a URL segment that includes a plurality of URLs with corresponding keywords and
15 plurality of keycodes associated with the keywords.

21. The method according to Claim 15, wherein the master database includes a credit card segment that includes consumer credit card number, date and amount
20 of purchase by consumer.

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Ans* 22. Computer executable process steps stored in a computer readable medium, the process steps for electronically sending promotional material based upon

consumer tastes and preferences, the process steps comprising of:

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- providing a unique identifier to the consumer's electronic mail address;
- 5 sending electronic mail to the consumer with the electronic mail address having the unique identifier, wherein the electronic mail includes a plurality of embedded Internet web site addresses with the unique identifier;
- 10 accessing, by the consumer the plurality of embedded Internet web sites in response to the sent electronic mail, wherein the plurality of embedded web sites can be located on a plurality of web servers;
- 15 tracking the consumer's movement within the plurality of the accessed embedded Internet web sites; and
- 20 sending promotional material to the consumer based upon the tracked consumer movement within the embedded Internet web sites.

23. Computer executable process steps according to Claim 22, further comprising the process step of:
acquiring the consumer email address.

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24. Computer executable process steps according to
Claim 23, wherein the electronic mail address is
acquired at the point of sale location.

5 25. Computer executable process steps according to
Claim 23, wherein the consumer electronic mail address
is acquired electronically.

10 26. Computer executable process steps according to
Claim 22, wherein the unique identifier for the
electronic mail address is an alphanumeric tag.

15 27. Computer executable process steps according to
Claim 22, wherein the plurality of accessed Internet
web sites includes a plurality of links to other web
pages that can be located at a plurality of web
servers.

20 28. Computer executable process steps according to
Claim 27, wherein the plurality of links to other web
pages located at a plurality of web servers includes a
link to a web page from where the consumer can purchase
merchandise.

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29. Computer executable process steps according to
Claim 27, wherein the plurality of links to other web
pages includes a link to a web page from where the
consumer can electronically view images of
5 merchandise.

30. Computer executable process steps according to
Claim 27, wherein the plurality of links to other web
pages includes a link to a web page from where the
10 consumer may electronically contact a seller.

Sub A1 > 31. Computer executable process steps according to
Claim to 22, wherein the consumer movement within the
plurality of the accessed embedded Internet web sites
15 is stored in a log file.

32. Computer executable process steps according to
Claim according to 31, wherein the log file includes
the addresses of the plurality of web sites accessed by
20 the consumer.

33. Computer executable process steps according to
Claim 31, wherein the log file includes information

Sub A7 regarding the number of times the consumer accesses a particular web site.

34. Computer executable process steps according to
5 Claim 31, wherein the log file includes information
regarding any purchase the consumer makes while
visiting in the accessed web site.

35. Computer executable process steps according to
10 Claim 31, wherein the log file includes the duration of
the consumer's visit to a particular web site.

Sub A8 36. Computer executable process steps according to
Claim 31, further comprising the process steps of:
15 developing a consumer master database based upon
the log file;
querying the master database; and
determining consumer preferences.

20 37. Computer executable process steps according to
Claim 36, wherein the master database includes a
plurality of segments including an email look up
segment that includes a listing of a plurality of

consumer electronic mail addresses with corresponding unique identifiers.

38. Computer executable process steps according to 5 to Claim 36, wherein the master database includes a consumer information segment that contains consumer related information.

39. Computer executable process steps according to 10 Claim 36, wherein the master database includes a promotional material segment that includes information regarding promotional materials.

40. Computer executable process steps according to 15 Claim 36, wherein the master database includes a purchasing segment that includes information regarding purchases made by the consumers.

41. Computer executable process steps according to 20 Claim 36, wherein the master database includes a URL segment for storing plurality of keywords associated with plurality of URLs, and the plurality of key codes associated with plurality of keywords.

42. Computer executable process steps according to
Claim 36, wherein the master database includes a credit
card segment that includes consumer credit card number,
date and amount of purchase by consumer.

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43. A method for sending promotional material based
upon consumer taste and preferences, comprising the
steps of:

acquiring consumer credit card information;
10 tracking consumer movement within a plurality of web
sites located at a plurality of web servers, and
sending promotional material to the consumer based
upon the tracked consumer movement within the web site.

15 44. The method of Claim 43, wherein the credit card
information is acquired when a consumer purchases an
item from a seller's web site.

45. The method according to Claim 43, wherein the
20 credit card information includes consumer name.

46. The method of Claim 43, wherein the credit card
information includes consumer mailing address.

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47. The method of Claim 43, wherein the credit card information includes consumer email address.

48. The method of Claim 43, wherein the consumer movement is tracked by an IP address corresponding to the consumer's credit card information and stored in a log file.

49. The method of Claim 48, wherein the log file includes information regarding the purchase the consumer makes while visiting the accessed web site.

50. The method of Claim 48, wherein the log file includes the duration of the consumer's visit to a particular web site.

51. The method of Claim 48, further comprising the steps of:

developing a master database based upon the log file;

querying the master database; and

determining consumer preferences.

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52. The method according to Claim 48, wherein the master database includes a plurality of segments including an email look up segment that includes a listing of a plurality of consumer electronic mail addresses with corresponding unique identifiers.

53. The method according to Claim 48, wherein the master database includes a consumer information segment that contains consumer related information.

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54. The method according to Claim 48, wherein the master database includes a promotional material segment that includes information regarding promotional materials.

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55. The method according to Claim 48, wherein the master database includes a purchasing segment that includes information regarding purchases made by the consumers.

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56. The method according to Claim 48, wherein the master database includes a URL segment that includes a plurality of URLs, keywords associated with URLs and key codes associated with keywords.

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57. The method of Claim 43, wherein promotional material is sent to consumer electronically.

5 58. The method of Claim 43, wherein promotional material is sent to consumer at consumer's mailing address.

59. Computer executable process steps stored in a
10 computer readable medium, the process steps for sending promotional material based upon consumer tastes and preferences, the process steps comprising of:

acquiring consumer credit card information;
tracking consumer movement within a plurality of web
15 sites, and

sending promotional material to the consumer based upon the tracked consumer movement within the web site.

60. Computer executable process steps of Claim 59,
20 wherein the credit card information is acquired when a consumer purchases an item from a seller's web site.

61. Computer executable process steps according to
Claim 60, wherein the credit card information includes
consumer name.

5 62. Computer executable process steps according to
Claim 60, wherein the credit card information includes
consumer mailing address.

63. Computer executable process steps according to of
10 Claim 60, wherein the credit card information includes
consumer email address.

64. Computer executable process steps according to
Claim 60, wherein the consumer movement is tracked by
15 an IP address corresponding to the consumer's credit
card information and stored in a log file.

65. Computer executable process steps according to
Claim 64, wherein the log file includes information
20 regarding the purchase the consumer makes while
visiting the accessed web site.

66. Computer executable process steps according to
Claim 64, wherein the log file includes the duration of
the consumer's visit to a particular web site.

5 67. Computer executable process steps according to
Claim 64, further comprising the steps of:

developing a master database based upon the log
file;

querying the master database; and

10 determining consumer preferences.

68. Computer executable process steps according to
Claim 67, wherein the master database includes a
plurality of segments including an email look up
15 segment that includes a listing of a plurality of
consumer electronic mail addresses with corresponding
unique identifiers.

69. Computer executable process steps according to
20 Claim 67, wherein the master database includes a
consumer information segment that contains consumer
related information.

70. Computer executable process steps according to
Claim 67, wherein the master database includes a
promotional material segment that includes information
regarding promotional materials.

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71. Computer executable process steps according to
Claim 67, wherein the master database includes a
purchasing segment that includes information regarding
purchases made by the consumers.

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72. Computer executable process steps according to
Claim 67, wherein the master database includes a URL
segment that includes a plurality of URLs, keywords
associated with URLs and key codes associated with
keywords.

15 keywords.

73. Computer executable process steps according to
Claim 67, wherein promotional material is sent to
consumer electronically.

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74. Computer executable process steps according to
Claim 59, wherein promotional material is sent to
consumer at consumer's mailing address.